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TO: Bonnie Timmins**DATE:** April 8, 1996**FROM:** Mary Jo Gennaro/Wendy Marin *mjg***SUBJECT:** Virginia Slims Woman Thing Music Logo & Creative "Look" Brief

The following requests the development of a logo and creative "look" for the Virginia Slims music program - "Woman Thing Music".

MUSIC PROGRAM BACKGROUND

EMCI, a music event marketing agency, has developed a proprietary and exciting music program to increase brand awareness and visibility for Virginia Slims. The event platform is "by women, for women, Woman Thing Music". The core concept of the program is to debut the singing careers of women in music. This theme is consistent with Virginia Slims heritage of identifying and creating opportunities for women. The program name "Woman Thing Music", will leverage aspects of the new Slims' advertising campaign.

MUSIC PROGRAM OBJECTIVES

- Reach a broader audience, particularly young adult female smokers.
- Reinforce Virginia Slims' contemporary/hip, fun, real and confident brand image/positioning reflected in the new "It's a Woman Thing campaign."
- Create a program that provides "NEWS" value for the brand and extends visibility and brand/event awareness.
- Execute a proprietary program with longevity that debuts the singing career of women in Virginia Slims' key markets.

MUSIC PROGRAM STRATEGIES

- Program elements should provide consumer interaction.
- Develop support elements to leverage and promote the event, such as, retail extensions, direct mail, advertising, etc.
- Build continuity of purchase by rewarding Virginia Slims' smokers and create trial and purchase opportunities among key competitive smokers.
- Extend program/brand visibility through a public relations campaign promoting the events.
- Distribute smoker survey cards at club events to generate names.

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